

## Tennessee Travel Trend Reports

The Tennessee Department of Tourist Development is pleased to provide the tourism industry with quarterly travel trend reports. These innovative reports are part of the department's on-going efforts to enhance the dissemination of relevant information to the Tennessee travel industry and increase its manageability by offering the reports on-line. These reports are not intended to match the data presented in the "Economic Impact Report" prepared by TIA (Travel Industry Association of America). They are provided to show the most current trends for selected tourism activities utilizing data provided by the Tennessee Department of Revenue. The availability of timely data focusing on revenue, state and local tax collections will provide the travel industry with the ability to monitor trends.

Tourism is a major industry in our state and we hope these new reports will supply you with additional tools to better manage your tourism programs. The Department of Tourist Development will continue to research opportunities to expand business, increase visitation and generate more revenue for the state's economy. Working together we can continue to make Tennessee one of the most visited states in the nation and one of the best destinations for domestic and international travelers.

### Report Overview

Each report provides "real time" totals for the current fiscal year, as well as historical data starting July 1998. The data is inclusive of the following tourism related SIC codes:

SIC 53	General merchandise stores ( <i>totals represent 5.8%* of collections</i> )
SIC 58	Eating and drinking places ( <i>totals represent 22%* of collections</i> )
SIC 59	Miscellaneous retail ( <i>totals represent 5.8%* of collections</i> )
SICs 70, 79, 84	Hotel and other lodging places (70), amusement and recreation services (79), museums, botanical, and zoological gardens (84) – ( <i>totals represent 100% of collections</i> )

### On-line Reports Available

- Sales Trend Report
- State Tax Trend Report
- Local Tax Trend Report

Reports can be generated by:

- Fiscal year or calendar year
- County (up to a 10 county comparison), region, tourist development district, or the three grand divisions
- Changing the type of graph/chart by performing the following steps:
  - Choose Chart from your Toolbar
  - Choose Chart Type and click on the appropriate chart format

### User Options

- Option to open or save tourism data.
- Report totals are available through spreadsheet.

**Note:** *Microsoft Excel 97 or above is required to view these reports.*

\*Based on Standards Provided by Travel Industry Association of America